

# Territory Tourism Voucher FAQ's for Territory businesses

## How much does it cost to participate in the campaign?

The campaign is open to businesses with bookable tourism product that incorporates a commission with availability until 31 January 2022.

## I am not a member of Tourism Top End (TTE) or Tourism Central Australia (TCA), can I still benefit?

The Territory Tourism Voucher scheme is funded by the Northern Territory Government and administered by the Regional Tourism Organisations (RTO) through a service level agreement.

Tourism vouchers can be used for touring, accommodation, charters, attractions or car hire.

If you are not an existing member of your local RTO, and would like to take part in the Territory Tourism Voucher program, you can complete an Expression of Interest (EOI) process to become a campaign partner. In order to be eligible, you must have a bookable tourism product that incorporates a commission. You can complete an EOI form via the [TTE](#) or [TCA](#) websites.

For further information contact:

### TOURISM TOP END

Email: [membership@tourismtopend.com.au](mailto:membership@tourismtopend.com.au)

Phone: 1300 138 886

### TOURISM CENTRAL AUSTRALIA

Email: [info@discoverca.com.au](mailto:info@discoverca.com.au)

Phone: 1800 645 199

## As a tourism operator, can I register for a Territory Tourism Voucher as an NT resident?

Yes! The voucher is available to all Territory residents aged 18+ including tourism operators and government employees.

## Can consumers book directly with my tourism business?

No. All vouchers must be redeemed through the Visitor Information Centres in either Darwin, Katherine, Tennant Creek or Alice Springs – in person, over the phone or online.

Vouchers presented directly at a business will not be honoured. Operators are reminded to refer any direct voucher enquiries back to the local RTO.

Any changes to bookings must be done through the RTO or Visitor Information Centre, not direct with the tourism business.

## Can we offer product that has been altered due to COVID-19?

Yes, as long as you upload the exact product details and commissionable price on Bookeasy. Loading bookable product is either direct with the Bookeasy system (with a current login) or linked via your applicable channel management system, which TTE or TCA can assist with. Also, don't forget to update your ATDW listing with current information.

## My product sells for much less than the voucher is worth. Can I still be involved?

To leverage the most from the voucher, we recommend you chat to the team at Tourism Top End or Tourism Central Australia, OR contact the distribution team at [Tourism NT](#).

Some ideas could be;

- Add value to your product such as transfers, late check out etc.
- Consider partnering with a like-minded operator or business that complements your business.

## I'm a hospitality operator, can I participate?

Eligible product must be classified as:

- tours
- attractions
- accommodation
- hire car.

Hospitality products can be eligible if packaged with the above product and be managed by the tourism operator.

## Can we access creative assets used in the campaign for our own advertising?

YES! Please download all the digital asset working files provided by Tourism NT. [Download - digital creative assets](#)



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## What are the requirements for creating a package for the Territory Tourism Voucher Program?

A package is an excursion or holiday which combines a variety of services together to make a single sequential trip.

To be included in a package; the eligible tourism business must be categorised as offering a tourism product:

- tours
- attractions
- accommodation
- hire car.

An eligible tourism business can opt to include a hospitality product in their package; however please note that alcohol cannot be included in the offering.

## What things should I consider when putting my package together?

Ensure touring aspects, meal credit and entry to attractions are used during the stay and has an expiry date in-line with the package.

Annual passes need to be activated during the specified package dates.

All the components of a package must be available for all guests.

## Example 1

Couple Getaway including two nights' accommodation and breakfast.

Note: The hotel must ensure the breakfast is only available during the stay (not at a later date chosen by the customer).

It is also an expectation that the breakfast component is available for the couple, not just one adult.

When including attraction, or touring or meal options in your package, ensure it is available for all guests included in the booking.

## Example 2

(package start)

### 5th November

- 9am – 12am Fishing Fun half day charter
- dinner
- one night's accommodation

### 6th November

- breakfast
- annual pass activation at museum
- hop-on hop-off experience around the town
- harbour tour

(package end)

## Example 3

Bookable itineraries. Couple book a harbour tour on the 5th November, and a Fishing Fun full day tour on the 9th November.

